



Public Broadcasting
Leads Families to Reading



RTLL Fall Conference Agenda

October 19-21, 2006
Renaissance Washington
999 9th Street, NW
Washington, DC

THURSDAY, OCTOBER 19

2:00–6:00 pm

Renaissance East

Registration

2:30–5:00 pm

Congressional C

Parenting Counts Hospitality Suite

5:30–6:30 pm

Congressional B

Welcome Reception – Celebrating the Parent and Child Connection

Sponsored by Talaris Research Institute

7:00–9:30 pm

Meet in the Hotel Lobby

Dinner on the Town

For those who pre-selected a restaurant, groups of conference attendees will head to local restaurants. If you did not select a restaurant but would still like to join a group, please meet in the lobby and we will make some suggestions for restaurants that do not require reservations.

FRIDAY, OCTOBER 20

7:30–10:30 am Renaissance Foyer

Registration

8:00–9:00 am Congressional C

Breakfast

9:00–10:15 am Renaissance East

Welcome

Peggy O'Brien, SVP, Educational Programming & Services, CPB

Keynote Address

Introduction: Jill Hubbs, WSRE, Pensacola, FL

Keynote Speaker: Patricia Harrison, President & CEO, CPB

Fred Rogers Award Presentation

The Fred Rogers Award was established by CPB in 2001 to encourage and reward outstanding individuals who have made major contributions to children's educational media.

Award Presentation: Cheryl Halpern, CPB Board Chair

Award Recipient: Samuel Y. Gibbon, Jr.

10:20–11:20 am Renaissance East

Emergent Literacy and Brain Development

The connection between children's social-emotional, cognitive and brain development serves as the basis for children's literacy development. This presentation will bring together all of the connections between brain science, relationships, social-emotional development and emergent literacy.

Introduction: Brenda Blasingame, MA, Talaris Research Institute

Speaker: Pat Levitt, Ph.D., Director of the Vanderbilt Kennedy Center for Research on Human Development, Vanderbilt University

11:25–11:55 am Renaissance East

Good Start, Grow Smart

This session will highlight President George W. Bush's Early Childhood Education Initiative—Good Start Grow Smart. It will also explore how teachable everyday moments, like grocery store shopping, could be used to develop a sustainable model for promoting early literacy and language development on a daily basis with families.

Introduction: Beverly Dorn-Steele, WTVI, Charlotte, NC

Speaker: Norma S. Garza, Senior Advisor for Early Childhood Education, U.S. Department of Education

FRIDAY, OCTOBER 20

12:00–1:05 pm

Renaissance West

Lunch & Special Guest Speaker

Introduction: Joyce Herring, KACV, Amarillo, TX

Speaker: Paula Kerger, President & CEO, PBS

1:10–2:10 pm

Renaissance East

Ready To Learn

As the new Ready To Learn grant enters its second year, the panelists will share exciting news about the program's research endeavors, upcoming literacy productions, and the literacy framework that informs Ready To Learn's new approach.

Moderator: Kathy Smith, WGTE Toledo, OH

Speakers: Jayne James, Ready To Learn, CPB; Anya Karavanov, American Institutes for Research; Sharon Philippart, Ready To Learn, PBS; Krista Respass, Maryland Public Television

2:15–3:15 pm

Renaissance East

Race, Ethnicity and Literacy Outcomes

Julie Washington, author of *Malik Goes to School*, has focused her research on achieving reading proficiency among African-American preschoolers and kindergartners. Her presentation will highlight how to improve the emergent literacy skills necessary to support later reading proficiency.

Moderator: Vernita Beverly, Detroit Public Television

Speaker: Julie Washington, Ph.D., University of Wisconsin-Madison

3:15–3:25 pm

Renaissance Foyer

Coffee Break

3:30–5:10 pm

Renaissance East

Parenting Counts

The session will explain the science behind the Parenting Counts program and will highlight practical implementation activities at the local level. The session will feature a panel of stations currently using the program in their community.

Moderator: Ann Marie Ward, Lakeland Public Television, Bemidji, MN

Speakers: Brenda Blasingame, MA, Talaris Research Institute; Kim Kelling-Engstrom, WFSU, Tallahassee, FL; Siobhan Kleinwolterink, Prairie Public Broadcasting, Fargo, ND; Tamatha Knighton & Debbie Oleksa, West Virginia Public Broadcasting; Linda Schmid, KLRU, Austin, TX; Beany Tomber, WKAR, East Lansing, MI

FRIDAY, OCTOBER 20

5:15–6:30 pm

Renaissance East

Reading Resources—On-Air and Online

A panel of children’s television producers will discuss the literacy resources available to stations today and will provide an update on what’s coming up next.

Moderator: Myrian Solis Coronel, KPBS, San Diego, CA

Between the Lions - Judy Stoia, WGBH, Boston, MA

Family Communications, Inc., producers of Mister Rogers’ Neighborhood - Margaret Whitmer, Pittsburgh, PA

Jakers! The Adventures of Piggley Winks - Susan Hellman, WLIW, New York

Reading Rainbow - Jinny Goldstein, Educate Inc., Baltimore, MD; Pamela Johnson, WNED, Buffalo, NY

Reading Rockets - Lia Salza, WETA, Washington, DC

Sesame Workshop - Jeanette Betancourt, Sesame Workshop, New York, NY

7:30–9:00 pm

Renaissance West

Dinner & Keynote Address

Sesame Workshop, President and CEO, Gary E. Knell will share Sesame Workshop’s perspective on our nation’s educational challenges, the role public television can play in making a difference, and the current efforts the Workshop is undertaking, domestically and internationally in fulfilling its mission of helping children reach their highest potential.

Introduction: Peggy O’Brien, SVP, Educational Programming & Services, CPB

Keynote Speaker: Gary E. Knell, President and CEO, Sesame Workshop

SATURDAY, OCTOBER 21

8:00–9:30 am

Renaissance East

Breakfast & Presentation Successful Local Models I

A panel of stations shares a variety of approaches for sustaining local outreach programs. Panelists tell success stories about the innovative ways they are reaching diverse audiences with literacy services.

Moderator: Chris Seifert, MontanaPBS

Speakers: Jill Hubbs, WSRE, Pensacola, FL; Pat VanWagoner, New Hampshire Public Television; Monica Medina, KPBS, San Diego, CA

9:30–9:40 am

Stretch Break

9:45–11:00 am

Renaissance East

Literacy Support from PBS

PBS has a number of user-friendly tools, content assets and resources that can help you in your local literacy outreach with parents, families, educators, and other community groups. Learn about what's available on-air and online, and how you can take advantage of it. You'll also hear an update about the new PBS KIDS preschool block and get information about PBS's upcoming new Web site for pre K-12 educators.

Moderator: Cheryl Head, CPB

Speakers: Jean Crawford, PBS, Parents Interactive; Sara DeWitt, PBS, Kids & Parents Interactive; Mary Kadera, PBS, Education; Linda Simensky, PBS, Children's Programming

11:00–12:00 noon

Renaissance East

CPB Initiatives

Ready To Lead in Literacy is only one of the CPB initiatives designed to increase station capacity. CPB staff will provide a brief overview of other CPB initiatives that seek to sustain the important work stations carry out at the local level.

Moderator: Cheryl Head, CPB

Speakers: Scott Lyons, CPB; Peggy O'Brien, CPB; Nicola Staples, CPB

12:00–1:30 pm

Renaissance East

Working Lunch Building on the Success of Your Outreach – Achieving Sustainability

As stations seek new funding and explore new partnership models, being able to promote the value of the services stations provide to the community is paramount. Learn about a sound approach to achieving sustainability and some tips for making the most of your station's investment in outreach.

Moderator: Joyce Herring, KACV, Amarillo, TX

Speakers: Shelby Miller, Senior Consultant, National Center for Learning Disabilities; Susan Petroff, National Center for Learning Disabilities

1:30–1:45 pm

Stretch Break

SATURDAY, OCTOBER 21

1:45–2:45 pm

Renaissance East

Creating Family-Centered Literacy Environments

This session will explore the importance of culturally relevant, family-centered literacy environments and parent-child relationships as a basis for emergent literacy.

Moderator: Lynne Christian, KCET, Los Angeles, CA

Speakers: Costanza Eggers-Pierola, Ph.D., Education Development Center; Danielle Kassow, Ph.D., Talaris Research Institute

2:50–4:15 pm

Renaissance East

Successful Local Models II

Successful local models continue with additional presentations by a new panel of stations.

Moderator: Chris Seifert, MontanaPBS

Speakers: Beth Culkeen, Jacksonville, FL; Beverly Dorn-Steele, WTVI, Charlotte, NC; Eileen Griffin, Alabama Public Television; Pam Hines, UNC-TV, Research Triangle Park, NC

4:15–4:30 pm

Renaissance Foyer

Coffee Break

4:30–6:00 pm

Renaissance East

Family Meeting: A Focus on Ready To Lead in Literacy

This closing session will provide a forum for conversation about professional development needs, second-year contracts and work plans, and a variety of program-related topics.